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ABSTRACT

The course outline has been prepared as a guide to help the student become proficient in the skills required to execute speedball lettering. Prior to entry into the course, the vocational student will display mastery of Pencil Lettering. Consisting of 135 clock hours, the course is organized into five instructional blocks: (1) orientation to speedball lettering, (2) speedball gothic alphabet, (3) speedball roman alphabet, (4) speedball old english text, and (5) speedball round hand script, followed by a post-test. Teaching techniques include lecture and demonstration methods with active student participation and practice. Supplementary methods include the use of visual aids, charts, diagrams, books and instructional learning packages. A bibliography and sample post-tests conclude the course description. (MW)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

Course Outline
COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Speedball Pen Lettering)
Department 48 - Quin 9183.03

DADE COUNTY PUBLIC SCHOOLS

DIVISION OF INSTRUCTION • 1973

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D A D E C O U N T Y P U B L I C S C H O O L S
1 4 5 0 N O R T H E A S T S E C O N D A V E N U E
M I A M I, F L O R I D A 33132

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Speedball Pen Lettering)

Department 48 - Quin 9183.03

county office of

VOCATIONAL AND ADULT EDUCATION

THE SCHOOL BOARD OF DADE COUNTY

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Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description

9183	48	9183.03	Speedball Pen Lettering
State Category Number	County Dept. Number	County Course Number	Course Title

This course will be a further insight into the manipulation of the lettering skills utilizing special accepted trade tools and supplies used by the student.

Indicators of Success: Prior to entry into this course, the vocational student will display a mastery of Pencil Lettering (9183.02).

Clock Hours: 45

PREFACE

The following quinmester course outline has been prepared as a guide to help the student become proficient in the skills required to execute speedball lettering.

The course is 135 hours in length. The outline consists of six blocks of instructions which are subdivided into several units each. The student must master the skills and techniques of each specific unit in order to meet the objectives of the course.

In presenting the material outlined in this quinmester the instructor uses lecture and demonstration methods, with active participation and practice by the student. At times individual help in manipulative skills is most beneficial. These methods are supplemented by the use of visual aids, charts, diagrams, books and instructional learning packages. These charts and learning packages are referred to frequently.

This outline was developed through the cooperative efforts of the Instructional and Supervisory personnel, the quinmester advisory committee, and the Vocational Curriculum Materials Service, and has been approved by the Dade County Vocational Curriculum Committee.

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with Suggested Hourly Breakdown

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GOALS

The student must be able to demonstrate:

1. An awareness of the educational opportunities and requirements relating to specific careers within the field.

2. The knowledge, basic skills, attitudes and values that are necessary for a career in the fields of Commercial and Advertising Art.

3. An awareness of the use and care of tools and materials of the profession and their relationship to precision work.

4. An individual sense of responsibility for work quality.

5. An ability to work in harmony with his associates by using proper ethics and good work habits.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - ORIENTATION TO SPEEDBALL LETTERING

The student must be able to:

1. Identify orally or in writing the 4 styles of speedball pen points.
2. Explain orally or in writing which speedball point is best suited to execute a specific style letter and explain why.
3. Identify orally or in writing, the 4 alphabets and discuss the characteristics and derivation of each. (Old English, Gothic, Roman, and Script)
4. Define orally or in writing the lettering terms listed.

BLOCK II - SPEEDBALL GOTHIC ALPHABET

The student must be able to:

1. Select the appropriate style speedball point and, using the approved stroking techniques, complete practice sheets demonstrating the basic elements of the gothic alphabet
2. Demonstrate an understanding of speedball gothic by executing the complete alphabet in a class project. (Includes upper and lower cases, vertical manuscript, italics and numbers)

BLOCK III - SPEEDBALL ROMAN ALPHABET

The student must be able to:

1. Select the appropriate style speedball point and using the correct stroking techniques complete practice sheets demonstrating the basic elements of the speedball Roman alphabet.
2. Demonstrate an understanding of speedball Roman by executing the complete alphabet in a class project. (Upper case, lower case, italics and numbers).

BLOCK IV - SPEEDBALL OLD ENGLISH TEXT

The student must be able to:

1. Select the correct style speedball point and using the appropriate stroking techniques, complete practice sheets demonstrating the basic elements of the speedball old English alphabet.

BLOCK V - SPEEDBALL ROUND HAND SCRIPT

The student must be able to:

1. Select the appropriate style speedball point and using the appropriate stroking techniques complete practice sheets demonstrating the basic elements of the speedball script alphabet.

2. Demonstrate a comprehension of speedball script by executing the complete alphabet in a class project. (upper case, lower case and numbers).

BLOCK VI - QUINMESTER POST TEST

The student must be able to:

1. Satisfactorily complete the quinmester post test.

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Speedball Pen Lettering)

Department 48 - Quin 9183.03

I. ORIENTATION TO SPEEDBALL LETTERING

A. Materials and tools
1. Speedball book
2. Speedball pen and holders
3. Drawing an inking paper
4. India ink
5. T Square
6. 2B Pencil
7. Ruler

B. Sizes and Uses of Speedball Pens
1. Style "A"
   a. Square single style
   b. Six sizes
2. Style "B"
   a. Round style stroke
   b. 8 sizes
3. Style "C"
   a. Thick and thin elements
   b. 7 sizes
4. Style "D"
   a. Oval--thick and thicker elements
   b. 7 sizes

C. Derivation, Uses and Terms of Speedball Alphabets
1. Gothic
   a. History
   b. Uses
2. Roman
   a. History
   b. Uses
3. Old English
   a. History
   b. Uses
4. Round Hand Script
   a. History
   b. Uses
5. Lettering Terms
   a. Upper Case
   b. Lower Case
   c. Cursive
   d. Serif
   e. Sans Serif
   f. Text
   g. Manuscript

h. Calligraphy
i. Italic
j. Spur
k. Vertical
l. Oblique
m. Script
n. Single--stroke
o. Illuminated Text
p. Condensed

II. SPEEDBALL GOTHIC ALPHABET

A. Sizes and Types of Pens
1. Style "A"
2. Style "B"

B. Stroking Gothic Elements
1. Vertical Stroking
2. Horizontal Stroking
3. Oblique Stroking
4. Ovals and Curves

C. Anatomy of the Gothic Alphabet
1. Upper Case Gothic
2. Lower Case Gothic
3. Gothic Numbers
4. Vertical Manuscript
5. Gothic Italics

III. SPEEDBALL ROMAN ALPHABET

A. Sizes and types of pens
1. Style "C"--Thick and thin
2. Style "D"--Thick and thicker

B. Stroking Roman Elements (13 elements)

C. Anatomy of the Roman Alphabet
1. Upper Case Roman
2. Lower Case Roman
3. Serif Roman
a. Upper Case
b. Lower Case
4. Roman Italics
a. Upper Case
b. Lower Case

IV. SPEEDBALL OLD ENGLISH TEXT

A. Sizes and Types of Pens
1. Style "C"
2. Style "D"

B. Stroking Used -- (13 elements)

C. Anatomy of Old English Alphabet
   1. Lower Case
   2. Upper Case
   3. Numbers

V. SPEEDBALL ROUND HAND SCRIPT

A. Sizes and Types of Pens
   1. Style "C" -- Oblique holder
   2. Size 6

B. Stroking Used

C. Anatomy of Round Hand Script Alphabet
   1. Upper Case
   2. Lower Case
   3. Numbers

VI. QUINMESTER POST-TEST

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A P P E N D I X

Quinmester Post-Test Sample

QUINMESTER POST-TEST I

Name _____ Date _____ Score_____

Completion Test Items

Complete each of the following statements, by writing the missing letter in the space provided.

1. When executing a square single stroke, the appropriate speedball point is Style "____".

2. When executing round single strokes the appropriate speedball point is Style "____".

3. Style "____" creates thick and thin elements.

4. An oval point that creates thick and thicker elements is Style "____".

5. Style "____" duplicates the strokes of the flexible hand cut reed pen.

6. A versatile style point appropriate for single stroke round Gothic letters, drawing and sketching is Style "____".

QUINMESTER POST-TEST II

Name _____ Date _____ Score_____

Completion Test Items

Complete the following statements by writing the missing word or words in the spaces provided.

1. All letters composed of uniform width elements are classified with the _____ Style.

2. All letters composed of thick and thin elements are called _____.

3. Our own alphabet was fashioned from the _____ letter forms which were used in the time of Cicero and Caesar.

4. The classic _____ alphabet is the basis of many alphabet styles. Its derivation is _____.

5. Lettering can be segregated into three basic groups, namely _____, _____, _____ styles.

6. Old English is categorized in the _____ family.

7. Any letters made on a slant are called _____.

8. In lettering by hand choose the style and size pen that will produce the letters with _____ number of strokes.

9. The "Candy Cane", the letter "C" and the reverse " " are used as the basic elements to form the _____ of the Alphabet.

10. When describing a thick rather heavy style of lettering we use the word _____.

QUINMESTER POST-TEST III

Name _____ Date _____ Score_____

Practical Application Test

Rule white lettering paper to execute the following lettering assignments. The letters will be 3/4" high with 1/2" space between the lines. Select the correct style and size speedball pen and construct the following words or letters.

1. In upper case Speedball Gothic--letter the word. ABSOLUTE.

2. In upper case Roman--letter the word. COURTESY.

3. In upper case Script--construct the following letters. ACCJLRVY.

4. In upper case Old English--construct the following letters. AEFKLMSZ.

Now rule your paper for 1/2" letters with 1/2" space between the lines. Select the correct style and size speedball pen and construct the following:

1. In lower case Gothic, construct the word--ABOLISHMENT.

2. In lower case Roman, construct the word--KNOWLEDGEABLE.

3. In lower case Old English, construct the word--MANUSCRIPT.

4. Construct the numbers 1 thru 9 in Gothic, Roman, and Script.

5. Letter your first and last name, using capitals and lower case, in speedball round hand script.

QUINMESTER POST-TEST IV

Name _____ Date _____ Score _____

Multiple Choice Test Items

Each statement needs a word or a phrase to make it correct. Place the number of the choice you make in the space provided at the right edge of the sheet. Don't guess. If you don't know the answer, place the number 5 in the space provided.

1. A style of lettering that resembles and is derived from handwriting is called: (1) book text, (2) italic, (3) calligraphic, (4) manuscript (5) I don't know. ( )

2. Upper case refers to: (1) the letters in the first part of the alphabet (2) very stylish letters, (3) capital letters (4) Headline letters, (5) I don't know. ( )

3. A style of lettering that is squeezed together is referred to as being: being: (1) legible (2) condensed (3) single-stroke (4) expanded (5) I don't know. ( )

4. Oblique lettering is: (1) made on a slant (2) a Gothic style (3) a Roman style (4) San Serif, (5) I don't know. ( )

5. A smaller line used to finish off a letter at the top and bottom is called: (1) miniscule (2) cursive, (3) filigree, (4) serif (5) I don't know. ( )

6. Manuscripts written in text and embellished with ornate capitals are called: (1) Biblical (2) decorative manuscript, (3) illuminated test (4) Old English Text (5) I don't know. ( )

7. Calligraphy means the same as (1) cursive (2) printed (3) script (4) handlettering (5) I don't know. ( )

8. A spur is not the same but similar to a: (1) star (2) decorative capital (3) serif (4) miniscule (5) I don't know. ( )

9. Expanded lettering style is (1) bold heavy letters (2) stretched out letters (3) tall thin letters (4) outlined letters (5) I don't know. ( )

10. Lower case refers to: (1) the last part of the alphabet (2) the bottom portion of a letter (3) the opposite of capitals (4) letters infrequently used (5) I don't know. ( )

ANSWER KEY TO QUINMESTER POST-TEST

I.

1. a
2. b
3. c
4. d
5. c
6. b

II.

1. Gothic
2. Roman
3. Roman
4. Roman, Greek
5. Gothic, Roman, Text
6. Text
7. Italics
8. Least
9. Lower case, Gothic
10. Bold

III.

1. 3
2. 3
3. 2
4. 1
5. 4
6. 3
7. 4
8. 3
9. 2
10. 3